Marion

Westinghouse Electric Starter on **Marion Cars**

The Marion 48-A, the Marion de Luxe, is now equipped with Westinghouse electric self-starter, \$1,850 complete.

Marion Models 36-A, 37-A and 38-A, \$1,425 to \$1,475, can be supplied with this electric starter, instead of gas starter, for \$120 extra. This is at cost and \$50 less than prevailing prices for electric starters.

All Marion Cars Completely Equipped.

ON EXHIBITION AT

Cunningham Motor Co. Cor. 17th and You Sts. N.W.

Telephone North 1576

Demonstration on request.

Made in Indianapolis by THE MARION MOTOR CAR CO.

World's Foremost Electric Automobile Immediate Delivery **EMERSON & ORME** DISTRIBUTERS 1407 H St. N. W. Phone M. 7695

Automobile Tires

You, Mr. Auto Owner, on Tires That Will Stand the Test. The Kind That Bring Repeat Orders. A 3,500-Mile Guarantee Goes With Every Casing

Note the special prices, and if your size is not mentioned come in and let us quote you. We have an interesting price on all STANDARD TIRES AND SIZES. \$15.25

\$30.40 \$40.00 We carry the Rajah, Red Head, Rex, Splitdorf, Monarch, J. M., Soot-Proof, Sootless, Bosch, Spitfire and other well known plugs; prices from 35 OTHER AUTO SUPPLIES-ALL AT A SAVING.

NEW YORK CYCLE CO. 1332 G Street N.W. Phone Main 5330

Baker **Electrics**

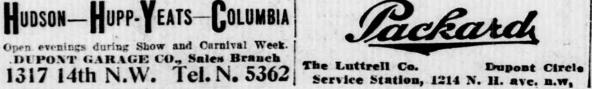
The Lightest

The Strongest The Simplest

Most Economical Electric In the World Immediate Deliveries

1138-40 Conn. Ave. Tel. N. 7810

HUDSON-HUPP-YEATS-COLUMBIA



ADVERTISING BEST

Tire Company's Manager Says It Is Most Ef-

fective.

The quickest and most effective way to each automobile owners is through the olumns of the daily newspapers," is the opinion of Advertising Manager C. S. Chompson of the Diamond Tire and Rub-

"That's, why most of our appropriation his year will go into the newspapers. "We find we not only reach present utomobile owners (who, naturally, buy the large percentage of the present output of tires), but we also educate prospective buyers to insist that their car be equipped with Diamond vitalized rubber

"We also find newspaper advertising is read more thoroughly by our own salesnen, our 25,000 dealers, manufacturers f automobiles and their purchasing igents. So, as an educational force for Diamond vitalized tires we do not see ow the newspapers could be improved

When the Diamond chemists discover ed vitalized rubber, Mr. Thompson said he felt that the quickest way to announce this important discovery to tire isers everywhere was through the meium of newspapers, and consequently he

Factories Not Harmed.

To further support his argument Mr Thompson called attention to the fact that his company depended upon the ewspapers to tell the public that the Diamond factories had not been affected by the recent flobds and were running

Continuing, Mr. Thompson said: "And when we decided to reduce the prices of plamond tires to users April 1 we again arned to the newspapers. This price rection was so important that we sent he advertisement by telegraph to the est papers in over sixty of the leading cities. In doing so, we probably incurred the largest bill for telegraphing an advertisement in the history of advertising. The copy for these reduced price adverisements was wired all over the country Saturday morning and the advertisements appeared in all of the newspapers

In speaking of trade conditions, Mr. hompson asserted: "We are now passing through the most successful season we have ever had during our sixteen years of experience in building tires. Never beore have we been able to produce such a large volume of tires in so short a pace of time, and as a consequence our sales department is breaking all previous on Diamond vitalized rubber tires makes it necessary for the factories to increase their facilities as rapidly as possible."

CUTTING CAR HERE.

Latest Addition to 1913 Models Arrives at Local Showrooms.

The latest car to make its debut in the National Capital is the Cutting car, which s the result of endeavors and study of several years past. This car is built in 30" and "40" roadsters and touring cars. An unchanging purpose to progress is expressed in Cutting motor cars for 1913. more power, greater simplicity, in the elimination of many parts, adoption of a unit power plant, self-starting device, more comfort by increased wheelbase and larger wheels, more harmony and luxurisness in body lines and upholstery, toether with such refinements as demount and gas head lights, electrically lighted from the driver's seat, have brought Cut-

The Cutting is equipped with the well nown Wisconsin motor, which is used in nany higher, but no lower, priced cars, and is of the unit power-plant type, long stroke, large bore, three-point suspension ositive lubrication and three Parsons white bronze bearings.

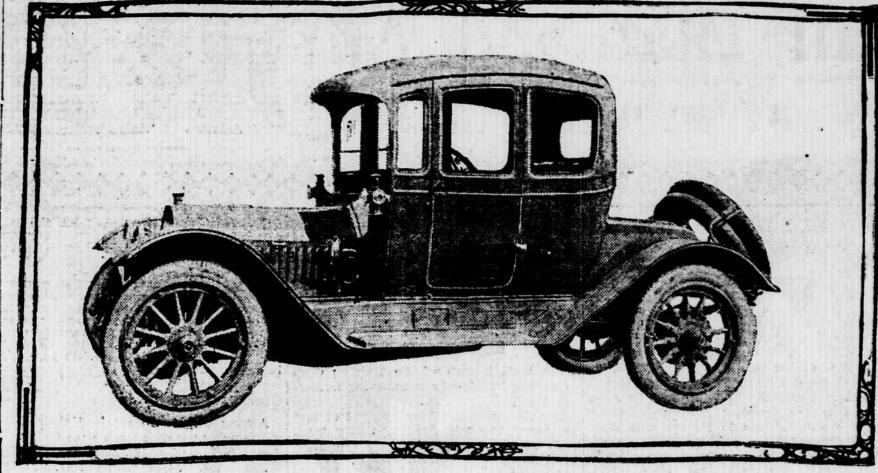
The car is equipped with the Jesco tarting and lighting system, which is not included in the regular equipment of the utting, but which can be installed at a oderate price. The Cutting is said to the first car to enter this market equipped with the Jesco system, which appears to possess all the earmarks of he first-class electric device. The operaon is simple and convenient

A large button between front seats ions of lights as needed the same butersing the turn extinguishes the lights same manner. The generator, which ttaches to right side of motor and conects with end of main shaft by means of a silent chain, is of very moderate size and weight, and when engine is running at moderate speed current is fed nto the storage battery and automaticaly cut off when sufficiently charged. The engine can be turned over for more than an hour from electricity alone, so there is no fear of failure to start.

Beautifying London.

The hopeful movement in which many Englishmen of note are taking part for that plans are still in existence which, if adopted, would have made a magnificent city of what the late Grant Allan once called "a congeries of squalid villages" After the great fire (1666) a set of plans was prepared by the eminent architect, Sir Christopher Wren. It provided for carefully placed thoroughfares ninety feet wide, the formation of large public squares, the conspicuous insulation of important churches, the grouping of public buildings and the construction of a fine quay along the Thames from Blackfriars to the Tower. The adoption of this plan was defeated by private interests, as we can readily understand after seeing Chicago and San Francisco reconstructed with but little effort for an imwas an even greater misfortune to Lon-

NEW LOCOMOBILE COUPE.



LATEST TYPE OF BODY DESIGN RECENTLY ADOPTED BY BIG FRENCH COACH BUILDERS.

AUTOMOBILE AMERICAN AUTOS

District automobile licenses have been issued since The Star's last report as fol-

west, Buick. 16422-Wilford H. Dunn, 2900 South Dakota avenue northwest, Ford. 16423—Louis C. Leetch, the Cavendish, 16424-Miller Brothers, 1105 14th street northwest, demonstrating. 16425-United States government, White. 16426-Charles Rauscher, 1036 Connecti cut avenue northwest, Oldsmobile.

sentatives, Simplex. 16428-Levi Cooke, Union Trust build 16429-W. M. Balderson, the Rocking 16430—Claude L'Eingle, 2113 O street northwest, Studebaker. 16461—James D. Darnall, 1332 New York avenue northwest, Oakland.

16427-Lathrop Brown, House of Repre

16432-Daniel J. Sullivan, 412 H street orthwest, Studebaker. 16433-C. A. Munn, 1601 Massachusetts avenue northwest, Hispano Suiza. 16434—Raymond Ennis, 315 4th street outheast, Buick. 16435-Washington Coca Cola bottling

works, 319 L street southwest, Little 16436-Harry Blake, Barber & Ross, 11th and G streets, Chalmers. 16437-C. C. Griffith, Southern building, product. It is simply business. Senti-

itol street, Buick. 16439-Richard M. Thomas, 1244 Girard treet northwest, Ford. 16440-M. J. Oliver, 514 1st street south-16441-C. N. Chase, 1736 G street north-16442-Lee S. Probey, 1230 Wisconsin avenue northwest, Michigan.

orthwest, Autocar. 16444 C. R. Smith, 40 Seaton place northwest, J. S. C. 16445-Walter Schneider, ourt. Defender 16446-A. W. Chaffee, Hotel Continental,

16449-E. F. Lansing, 1323 northwest, Baker electric. 16450-Charles Herfurth, 719 E southeast, Ford. 16451-William Engel, 312 2d northwest, Stanley steamer. 16452-S. A. Kimberly, 1437 Pennsylvaia avenue northwest. Ford

16453-Fred H. Rock, 1027 Lamont street northwest, E-M-F. 16454-Russian embassy, Buick. 16455 George A. Armes, 2649 Woodley oad. Columbia. 16456-Harry Livingston, 313 7th stree southwest. Oldsmobile 16457-Lawrence D. Engel, Jenifer buildng, Maxwell. 16458-Thomas J. Keefe, 101 orthwest, Oldsmobile. 16459-De Sales Hand Laundry, 1730

treet northwest, Studebaker. 16460-Dr. John C. Dyer, 1104 East Capiol street, Maxwell. 16461-United States government, Pierce-16462-United States government, Pierce-16463-United States government, Pierce-16464-United States government, Pierce-

16465-J. P. Chauncey, 1483 Newton treet northwest, Flanders. 16466-Alexander Schaper, Park apartnents. Studebaker. 16467-J. C. Beard, 908 Longfellow street northwest. Ford. 16468-Ralph M. Berger, 1218 E street northwest. Cadillac. 16460-William H. Leimbach, 628 street southwest, Overland. 16470-Judge H. M. Clabaugh, 1842 Mintwood place northwest, Cadillac. 16471-Fred E. Adams, 1828 Lincoln road ortheast, Washington. 16472-G. W. Forsberg, 8th and Water treets southwest, Pullman. 16473-Ella Sevier, 3124 Q street north

16474-W. P. Carr, 1418 I, street north-Packard. 16477-Chester A. Quick, 2020 M northwest, Mitchell. 16478-W. H. Colmer, 917 New York avenue northwest, Overland, Wilmer, 1610 northwest Cole 16480-Daniel E. Winslow, House Representatives, Bailey electric. B. Spencer, 1214 18th street

16481-James H. Hensley, 1109 M street orthwest, Studebaker. northwest, Maxwell. 16483-Mrs. A. M. Hess, 324 East Capitol 16484-Walter L. Lyddane, 2023 North 16485-H. S. Omohundro, 818 F 16486-Mary E. Dulin, the Connecticut, 16487-Capital Realty Company, 702 11th gard to the standardization and success 16488-D. J. Murphy, 1104 Connecticut Its motor is quiet, powerful and efficient, avenue northwest, Cadillac.

WIN IN EUROPE

16421-John M. Kline, 618 Q street north- | Foreign Experts Turn to New World Models-Growth of Motor Export Trade.

> in Europe experts are now coming to only looking, but they are leaving their orders," says Victor L. Palmer, secre-Michigan Motor Car Company. "We now have distributing agencies in twen- the southern capital. Mr. King like y-one different countries," continues Mr. Palmer, "and that notwithstanding the fact that we have never made what could be called a campaign for export busi-

European cars strictly on the basis of merit at lower prices. If the European who will make this city his future home. manufacturers could produce as good a Both are well known in Baltimore mocar at the same price the European toring circles and are thoroughly ac dealers would sell nothing but the home ment plays a very little part in the com- Orders Marmon Car. of American ascendency in figures:

Growth of Export Trade.

"Exports of American automobiles during the first ten months of 1912 amounted to nearly \$20,000,000, according to government figures. As compared with the 16443 Gustav Stickley, jr., 1512 H street corresponding period of 1911, this represents an increase of something over 56 "The number of automobiles involved

is in excess of 20,000, which is about the number exported during the entire year of 1911. Estimated by automobile manufacturers indicate a total of about 22,500 automobiles exported for the whole year. It is authoritatively predicted in the automobile trade that the total exports in 1913 will be above 35,000 cars. "Medium priced cars figure enormously

in the bulk of this export business. This s due to the fact that the automobile industry in Europe is not at all conditioned to compete with America in this field. Their output is far too limited to fill the demand, and consequently their manufacturing costs are much higher. "It is estimated that in 1913 the United States will produce more than 300,000 automobiles. This is three times the estimated product of all the countries of Europe. In our country there are seventy-two manufacturers in the fortyhorse-power field alone. American automobile manufacturers are apparently just beginning to realize the enormous possibilities of business with our neighbors to the south."

NEW MODELS SHOWN.

Marion "Bobcat" Recent Arrival in Local Automobile Field.

Another new arrival in the local automobile field is the 1913 Marion, announcement of which is made today. The models this year include the 36-A "Bobcat" roadster, 37-A touring car and 48-A tour-

The 36-A roadster, famous as the Marion "Bobcat," is a mile-a-minute runabout with racy and comfortable lines. It is the snappiest two-passenger touringspeed car of the year, and is just as suitable for city work as for cross-country motoring. It has an appearance which bespeaks the speed it possesses.

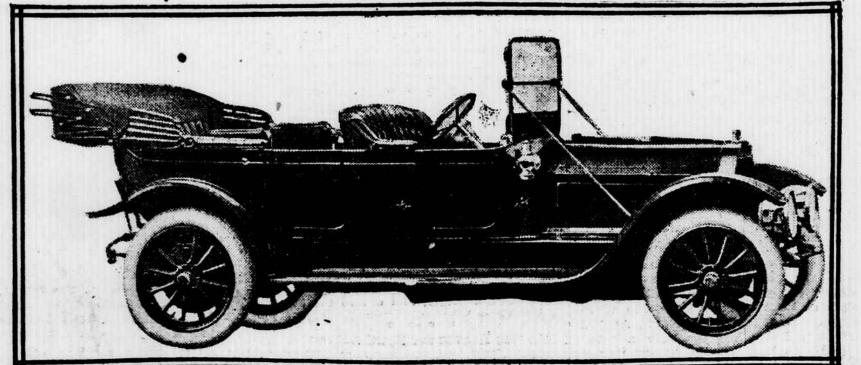
The "Bobcat" has led many fast cars in track and road races. Its popularity caused its racy design to be modified slightly for general use. So flexible is its motor, however, that it can be throttled down to low speed on high, and its hillclimbing ability is notable In the 48-A is presented a large forty

eight-horsepower car de luxe, with elec tric self-starter, lighting system, horn and complete equipment. Because it is longer, roomier and more powerful, it is not only an unquestioned leader among cars of its own price, but it immediately compares with much more expensive Govern Life of Motor Trucks. products, it is said. The 48-A is large and powerful, easy to operate, and its size does not make it

too big for city use-rather it gives a dignity and distinction belonging only to the so-called "large cars." The Marion 37-A is a large, roomy easy-riding car for five people. It has all the refinements which modern methods make possible, and the most complete and luxurious equipment which the market affords. It is a big car-big in qual-

ity, size and efficiency. There has never been a question in reand has an abundance of power.

NEW MODEL PIERCE-ARROW 6-CYLINDER "66" TOURING CAR.



Dupont Circle POWERFUL, SPEEDY AND LUXURIOUS MOTOR CAR WHICH HAS BEEN PLACED ON DISPLAY AT A LOCAL

come manager of that branch. Mr. Robartes will assume charge of his new duties tomorrow morning. In addition to having the city of Atlanta he will have territority covering eight states. Mr. Robartes came to Washington from the west last summer and during his brief stay as manager he made a From the very birthplace of motoring his friends in the National Capital in his motion, in view of the enlarged terri-

Dr. Francis R. Hagner has placed an touring car of four-passenger capacity.

A car of the same type was delivered yesterday to Victor N. Cushman, finished n the same color and equipped in the

Pennsylvania Tire Agency.

The David S. Hendrick Company, Inc., closed a contract a few days ago for the agency for the Pennsylvania oilproof vacuum cup tires in this city.

tess Gizycka in her gray Locomobile roadster, E. B. McLean in his canary yellow roadster and Lieut. G. S. Patton, jr., U. S. A., in his dark green Locomobile roadster, each of whom can be seen motoring about the streets of the National Capital in their cars.

Kissel Kar Branch in West.

The big news of the Pacific coast automobile trade for many months came yesterday in the announcement from Los Angeles of the amalgamation of the Kissel Auto Company of that city and the Standard Motor Company of San Francisco under the name of the Pacific Kissel Kar branch. An idea of the extent of the operations intended by this new company may be gathered from the fact that the new corporation is capitalized at \$500,000. This is said to be the largest automobile company ever organized on

Says Local Ex-

The minute a motor truck's wheels stop turning, it becomes an expense instead of a dividend-paying asset. Every truck owner recognizes this. This is the way George Meeley, a local tire expert, sums up the truck situation. He is fast discovering, as well, that no truck can be more efficient than the tires with which it is equipped. These facts explain the deep study now being devoted to tires and their building by the more progress ive truck owners.

Everywhere the demand has been for mileage. And mileage is a big essential to the profitable truck operation. But if this mileage is at the expense of "life" in the tire the loss occasioned by truck re-pair expense will kill the mileage value and defeat the primary purpose for which a rubber tire is intended. When rubber tires were first used on motor trucks the chief aim was, and still is, to aid the springs in absorbing the bumps as well as the constant vibration caused by street and road irregularities. This vibration, if allowed to reach the truck's mechanism, must eventually loosen bolts and nuts, cause expensive repairs and more expensive delays. Rubber costs money—big money. Buoyancy requires a good percentage of high-grade rubber. The result, naturally, was that truck owners found rubber tire equipment expensive, and demanded long mileage with every tire they bought. A truck tire to round out and increase the efficiency of a truck must be tough enough to stand the heat and tear of travel. It must, at the same time, be resilient enough, have sufficient of the "give and take" in it, to keep the vibration of the road from the truck mechanism. It must, in addition, be designed and built for the particular class of service desired. Such tires will assist a truck in

efficiently performing its profitable work. They will prevent those disastrous and

bothersome delays required for tire renewals and truck repairs which deduct

a big percentage of profit from any busi-

order for his second Marmon touring car. His new car will be a "32" suburban It will be finished in dark blue, with green running gear, and will be equipped with electric self-starter and electric

Seen in Locomobile Roadsters. Interest is centered these days in Coun-

Samuel A. Luttrell, local Packard representative, who was operated on last week, is sufficiently improved to be at his office. While he has not entirely re-covered from his illness he is rapidly regaining his strength.

Cutting Representative Here.

R. P. Bishop, sales manager of the Cutting Motor Car Company of Jackson, Mich., was the guest for a few days during the past week of "Bob" Love, local representative for the Cutting car. When he left he had with him orders for three cars placed with him by Mr. Love for early shipment.

THE WHOLE WORLD

Greatest

Battery

Economy

The Most

Ride

Comfortable

Meeley Rubber Co., Inc.,

IS WITHIN YOUR REACH

INTERNATIONAL COMMERCIAL CAR-\$930

Build a Reputation for Service

Even if it cost you as much to maintain as a horse

and wagon equipment of equal capacity, an In-

ternational Motor Truck would still be a good

investment because of the vastly improved serv-

ice it enables you to give. A reputation for

prompt, obliging service is worth more today

International Motor Truck

making deliveries as promptly as the postman delivers the

mail-meeting all emergencies-is your best helper in

building up a reputation for service. You can have any

style of body you want. A responsible company assures

you of prompt, courteous attention in case of difficulty.

You can depend upon maintaining your schedule in any

H. B. LEARY, Jr., Agent,

International Harvester Company of America (Incorporated).

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ELECTRICS

Greatest mileage at lowest battery, tire and

car expense. All the comfort of the pneu-

The most buoyant and longest last-

ing rubber-the dual tread, over-

hang design, are the reasons.

Interchangeable with pneu-

matics on standard clinch-

er rims. Service Sta-

tions in All Large

Ask for Elec-

tric Tire

Catalog.

Washington, D. C., Distributers for

The Firestone Tire & Rubber Co., Akron, Ohio

"America's Largest Exclusive Tire and Rim Makers."

Cities.

matic without the inconveniences.

1321 14th St. N.W.

than any other business asset. An

Write or phone for full information.

weather and at all seasons.

There are no boundaries of territory-no barriers of distance to the man who owns a

MICHIGAN "40"

The mountains are your back yards—the distant cities your neighbors.

We are now making deliveries of the 1913 MICHIGAN "40," only \$1,740, in Washing-



The Recognized Leader of the 1913 Season

It's the logical car for you—with its four-speed transmission-center control-electric self-starter -118-inch wheel base-wide and flexible 3/4-inch elliptic springs - 41/2-inch tires - long - stroke motor, etc.—features that are permanent—not temporary ones.

THE PROBEY CO.,

1230 Wisconsin Ave.

Tel. West 213